

IDEAL PAPERS
FOR
IDEAL HOMES

TRADE



MARK

ENGLISH MANUFACTURE

IDEAL HOME EXHIBITION - OLYMPIA 1927

1871-1872

1873-1874

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ENGLISH MANUFACTURE

IDEAL HOME EXHIBITION - OLYMPIA, 1927.

To the Lady of the House

Probably no other article can add so much to the attractiveness, charm, and beauty of your home, and at so small a cost, as wallpaper.

The patterns which follow have been chosen from thousands of new designs which this Company has produced for the new Season.

They are merely suggestions which are thrown out, hoping they will assist you in making your choice.

These papers and innumerable other charming designs can be obtained from any Decorator or Merchant.

Look for the Crown Trade Mark which ensures that you are getting English Wallpapers and the best.

BCM/W.P.M.

**The Wallpapers in this Book may be purchased
from any Merchant or Decorator.**



Dining Room, Hall and Staircase

Any of the following papers would look charming and dignified in the dining room, hall or on a staircase.

By ingenious panelling of these papers, one can introduce personality and character into the most ordinary situation.

Several panelling schemes are shown on our Stand this year, and your Decorator will be pleased to show you a selection of stylings and borders to meet your requirements.

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P 69593

4/6 per piece

7 in. Panel Frieze to match

P 86552

5d. per yard.



L8288

3/9 per piece

7in. Panel Frieze

L40205

4d. per yard



L8200
4/3 per piece

7in. Panel Frieze
L40332
4 $\frac{1}{2}$ d. per yard



P 69553

4/6 per piece

7 in. Panel Frieze to match

P 86412

5d. per yard.



L8276

2/6 per piece

3 $\frac{1}{4}$ in. Border to match

L40444

2d. per yard



W 5478

2/8 per piece

7 in. Styling Border to match.

W 84605

5d. per yard.



J 20272
2/6 per piece.

2 in. Border to match.

J 20927
2d. per yard.



P 54412

2/8 per piece

7 in. Panel Frieze to match

P 84125

5d. per yard.



X 5408

2/10 per piece

7-in. Panel Border to match

P 86012

5d. per yard.



03648

3/- per piece

7-in. Panel Border to match

P 84863. 5d. per yard

2-in. Border to match

A 50378. 3d. per yard



C 13877

1/9 per piece.

7 in. Frieze to match.

C 5153

4½d. per yard.



03823

2/4 per piece

7-in. Panel Border to match

L 48834.

6d. per yard



H 3295

2/- per piece.



T 49467

2/10 per piece.

7 in. Panel Border to match

T 4026

5d. per yard.



L8068

4/6 per piece

7in. Panel Frieze

L43823

6d. per yard



X 5677

3/3 per piece

Cut-out Frieze to match

P 86953

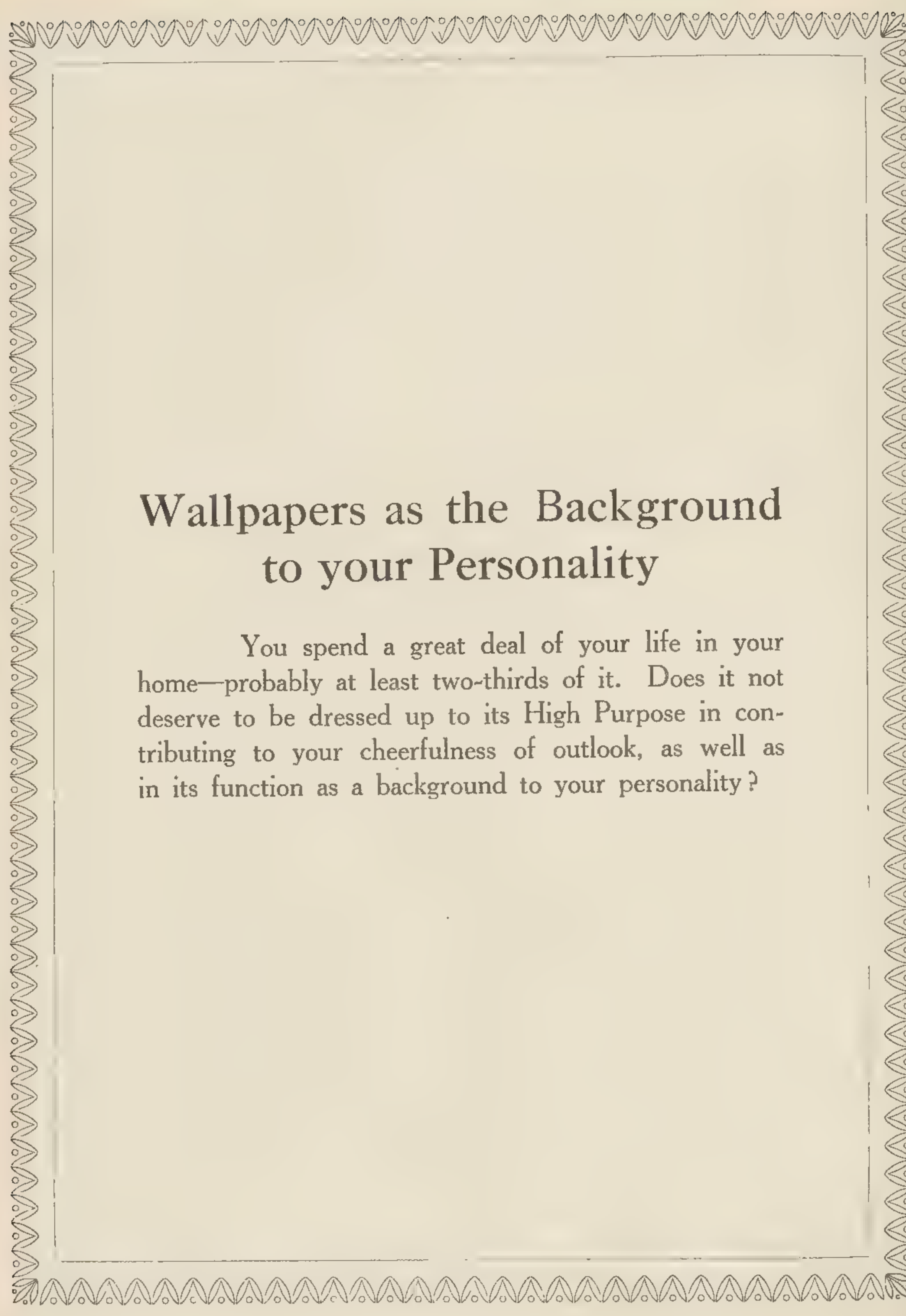
9d. per yard.

Drawing Room.

A rich design looks at its best here, against which lacquer cabinets and such oriental furniture will glint and gleam with added beauty.

Black grounded papers have a pleasing effect when panelled with a parchment coloured styling.

Pastel shades and silver and golden effects are all admirably suited to this room.



Wallpapers as the Background to your Personality

You spend a great deal of your life in your home—probably at least two-thirds of it. Does it not deserve to be dressed up to its High Purpose in contributing to your cheerfulness of outlook, as well as in its function as a background to your personality?



A 15627

6/6 per piece.

2 $\frac{1}{4}$ in. Border to match.

A 50551

2d. per yard.



K2191

5/6 per piece.



A 15149

5/- per piece.

4 in. cut-out Stencil Border to match.

A 50367

8d. per yard.



D 9698

4/6 per piece

10 in. Panel Frieze to match

P 86260

8d. per yard.



P 54601

2/10 per piece

7 in. Panel Frieze to match

P 86551

4½d. per yard.



P 69621

4/3 per piece

7 in. Panel Frieze to match

P 86161

4½d. per yard.



Bedroom Papers

Something dainty and restful is needed in most bedrooms. The pastel shades which are shown herewith and the natural floral motifs are all admirably suited to this demand.

Outlook

The outlook of a room should have the greatest weight in deciding the colour scheme of the wallpaper to be used for its walls.

GENERAL PRINCIPLES:

| | | | | | | | | | | | |
|--|---------------|---|--------------|------------------|--------------|---|--------------|---|---|--------|--|
| <i>For a North or Sunless Room</i> | <i>Use</i> | } | Cream effect | | <i>Avoid</i> | } | Grey effect | | | | |
| | wall- | | Yellow | „ | | | White | „ | | | |
| | paper | | Red | „ | | | Green | „ | | | |
| | with a | | Pink | „ | | | Blue | „ | | | |
| | | | Tan | „ | | | | | | | |
| <i>For a South or Sunny Room</i> | Cream effects | | } | Can be used | | } | Grey effects | | } | Can | |
| | Yellow | „ | | but add to the | | | White | „ | | be | |
| | Tan | „ | | effect of warmth | | | Green | „ | | safely | |
| | Pink | „ | | and sunshine | | | Blue | „ | | used | |
| | | | | | | | | | | | |



P 54512

2/8 per piece

7 in. Panel Frieze to match

P 86560

5d. per yard.



A 9801

2/6 per piece.

7 in. Panel Border to match.

A 50573

4½d. per yard.



J 20181

2/2 per piece.

5 in. Cut-out Border to match.

J 21153

2 $\frac{1}{2}$ d. per yard.



P 51887

2/- per piece

7 in. Panel Frieze to match

P 86878

6d. per yard.



M 9315

2/10 per piece.

Border to match.

P 83926

4d. per yard



C 13713

1/5 per piece.

5 in. Cut out Border to match.

C 5127

3d. per yard.



W 5698

1/3 per piece

7 in. Frieze to match.

W 86574

6d. per yard.



T 58891

3/- per piece.

7 in. Panel Border to match

T 5014

3½d. per yard.



M 9297

2/6 per piece.



J 20745

1/4 per piece.

3 in. Cut-out Border to match.

J 21041

3d. per yard.



H 1095
1/3 per piece.



J 20187

2/- per piece.



A 9836

2/- per piece.

7 in. Panel Border to match.

A 50555

3d. per yard.



Kitchen - Bathroom.

There are hundreds of conventional and tiled effects to suit the most varied tastes.



A 35337

5/- per piece.

Wallpapers and Hygiene

The walls of a building are a means of ventilation, and for general purposes the amount of ventilation through walls of ordinary brickwork or sandstone is considerable.

Currents of air entering rooms through doors, windows, etc., are heavily charged with micro-organisms, many of them pathogenic, and these settle on the inside of the walls as on everything in the room.

Both wallpaper and paint are insoluble and non-volatile, and therefore in themselves physiologically inert towards micro-organisms. The vehicle in which paint is applied is antiseptic it is true, so that a fresh coat of paint will be bacteriologically clean; but when the paint is dry, micro-organisms will settle with impunity thereon, as on paper. Paint is practically non-porous, while wallpaper is about as porous as the walls themselves and will not impede ventilation.

As a result of its imperviousness a paint surface will always be cooler than the air of the room. Moisture, therefore, readily condenses on the paint surface from the saturated warm air of the room. With wallpapers condensation does not take place, and the importance of this fact will be seen from the following :—

All forms of life need for sustenance, water, a certain degree of warmth, carbonaceous and nitrogenous matter, and certain mineral salts as pabulum. If one of these conditions be absent growth of germ life is impossible. Unfortunately, the requirements of micro-organisms are small, and the droplets of water condensing on paint will contain sufficient nourishment derived from the impurities in the air for bacteria to flourish.

Continued

Continued

This will not take place on wallpaper unless the wallpaper becomes damp from inherent dampness of the walls. The aniline dyestuffs used for colouring wallpapers have considerable bactericidal powers. Therefore a wallpaper, the colour of which had been made from some such antiseptic dye, will suffer the least damage from damp walls.

What happens to bacteria on a dry surface? They cannot multiply, and most of them die off very quickly; others—spore-forming bacteria—can exist quiescent for years waiting a suitable medium.

It will be seen, therefore, that wallpaper is essential for healthy homes.

Paint, of course, is essential for both the interior and exterior woodwork of the house, and here we would advise those who require the most durable and pleasing form of paint to use "Duradio" Enamel Paint. It gives a brilliant gloss, and at the same time is tough and hard wearing, and will not lose its wonderful finish in spite of frequent washing.



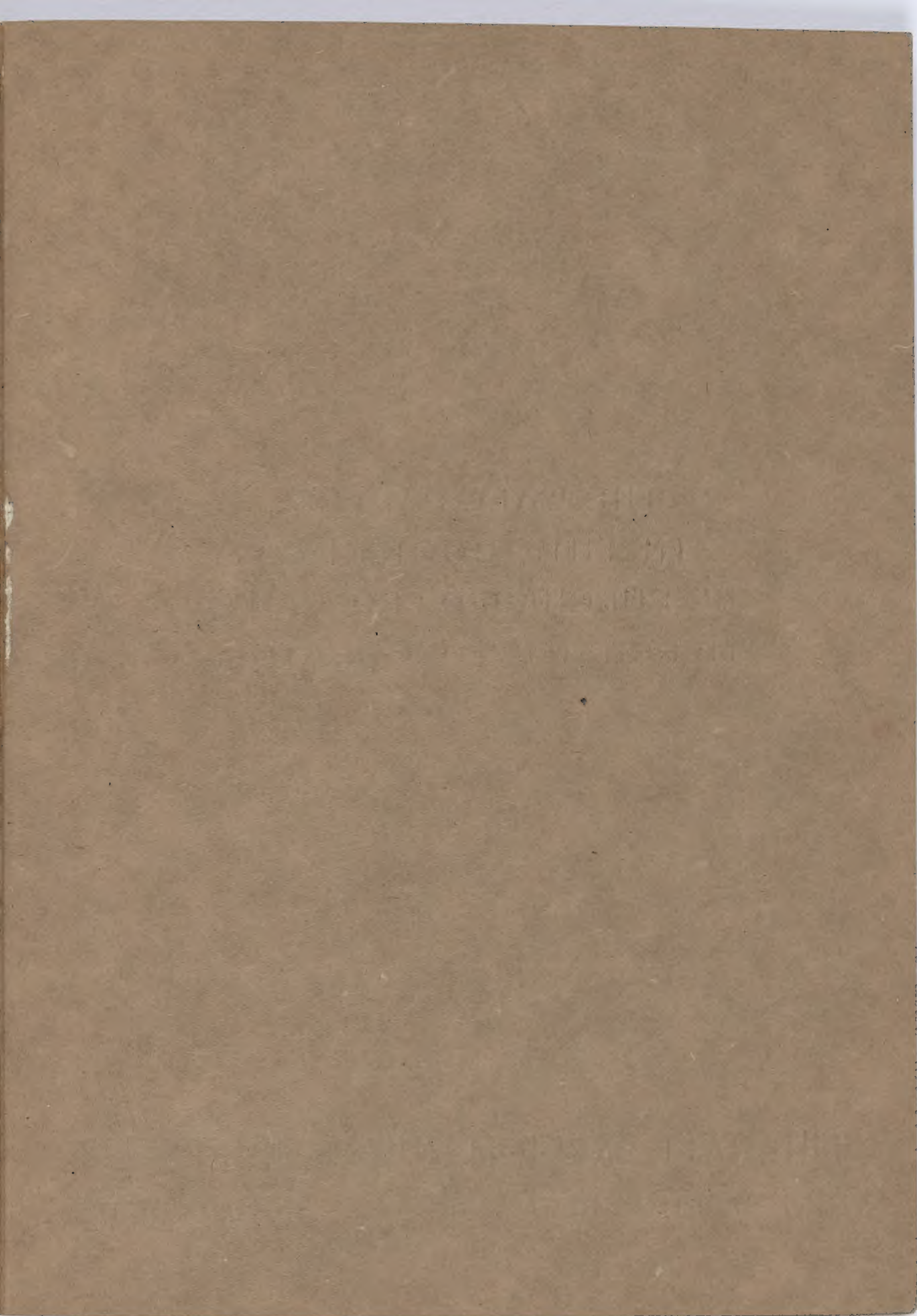
A table to calculate the number of pieces of wallpaper required for any room.

| Height in feet from skirting to cornice or picture moulding | | The top line is the measurement round the walls in feet, including doors, windows, etc. | | | | | | | | | | | | | | | | | | |
|--|-----|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | | 28 | 32 | 36 | 40 | 44 | 48 | 52 | 56 | 60 | 64 | 68 | 72 | 76 | 80 | 84 | 88 | 92 | 96 | 100 |
| 7 and under | 7½ | 4 | 4 | 5 | 5 | 6 | 6 | 7 | 7 | 8 | 8 | 9 | 9 | 9 | 10 | 10 | 11 | 11 | 12 | 12 |
| 7½ | 8 | 4 | 4 | 5 | 5 | 6 | 6 | 7 | 8 | 8 | 9 | 9 | 10 | 10 | 11 | 11 | 12 | 12 | 13 | 13 |
| 8 | 8½ | 4 | 5 | 5 | 6 | 6 | 7 | 7 | 8 | 8 | 9 | 9 | 10 | 10 | 11 | 12 | 13 | 13 | 13 | 14 |
| 8½ | 9 | 4 | 5 | 5 | 6 | 6 | 7 | 8 | 8 | 9 | 9 | 10 | 11 | 11 | 12 | 12 | 13 | 13 | 14 | 14 |
| 9 | 9½ | 4 | 5 | 6 | 6 | 7 | 7 | 8 | 9 | 9 | 10 | 10 | 11 | 12 | 12 | 13 | 13 | 14 | 15 | 15 |
| 9½ | 10 | 5 | 5 | 6 | 7 | 7 | 8 | 9 | 9 | 10 | 10 | 11 | 12 | 12 | 13 | 14 | 14 | 15 | 15 | 16 |
| 10 | 10½ | 5 | 5 | 6 | 7 | 8 | 8 | 9 | 10 | 10 | 11 | 12 | 12 | 13 | 14 | 14 | 15 | 16 | 16 | 17 |
| 10½ | 11 | 5 | 6 | 7 | 7 | 8 | 9 | 9 | 10 | 11 | 11 | 12 | 13 | 13 | 14 | 15 | 16 | 16 | 17 | 18 |
| 11 | 11½ | 5 | 6 | 7 | 8 | 8 | 9 | 10 | 10 | 11 | 12 | 13 | 13 | 14 | 15 | 16 | 16 | 17 | 18 | 18 |

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**THE WALL PAPERS
IN THIS BOOK MAY
BE PURCHASED FROM ANY
MERCHANT OR DECORATOR**

THE WALL PAPER MANUFACTURERS LTD.

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LONDON, W.C.1.